

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, September 27, 2021, at 11:45 AM**  
**Irving Convention Center – Third Floor Junior Ballroom C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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NOTE: A possible quorum of the Irving City Council may be present at this committee meeting.

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

2. Approving ICVB Board Minutes for August 23, 2021
3. Accepting the ICVB August 2021 Financial Reports
4. Review of Hotel Occupancy Tax Report
5. Review of ICVB Cash Flow Report
6. Accepting the ICC August 2021 Financial Reports

**Individual Consideration**

7. Approving Resolution for Changes to the City's R-AB Ordinance as recommended by the Destination Development Committee

**Board Reports**

8. COVID-19/American Rescue Plan Act Update
9. Board Chair Report
  - a. Schedule of Upcoming Meetings and Activities
  - b. Recap of Strategic Plan Retreat
  - c. Next Board Meeting – ICVB Executive Director Performance Evaluation, Friday, October 22, 2021
10. Board Committee Reports
  - a. Board and Business Development – Bob Bourgeois
    - Meeting Recap - September 10
    - Next Meeting – December 3
  - b. Community Engagement – Clem Lear
    - Next Meeting – October 12
  - c. Destination Development – Greg Malcolm
    - Special Meeting Recap – September 9
    - Next Meeting November 9

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## AGENDA - Continued

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### 11. City Reports

- a. Council Liaison – Mayor Pro Tem Kyle Taylor
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
  - Visitor Development Updates
  - Toyota Music Factory
  - Other City Updates

### 12. Bureau Monthly Management Reports

- a. Executive Director – Maura Gast
- b. Sales and Services – Lori Fojtasek
- c. Marketing and Communications – Diana Pfaff
- d. Finance and Administration – Susan Rose
  - Smith Travel Research and AirDNA Monthly Reports

### 13. Convention Center Management Report – Tom Meehan/Matt Tungett

### 14. Industry Partner Reports

- a. The Pavilion at the Toyota Music Factory/Live Nation Report
- b. Hotel Industry Updates – Greg Malcolm, Kim Limon, and Nydia Hoskins
- c. Restaurant Industry Update – David Cole

### 15. Partner Organization & Stakeholder Reports

- a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
- b. DCURD and Irving Flood Control Districts – Dallas Burke
- c. Chamber of Commerce – Sam Reed/Beth Bowman
- d. Irving Arts and Culture – Todd Hawkins/Kim Andres
- e. The Las Colinas Association – Hammond Perot
- f. TIF – Michael Randall
- g. University of Dallas – Clare Venegas

### CERTIFICATION

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

\_\_\_\_\_ at \_\_\_\_\_ and will remain so posted at least 72 hours before said meeting convened.

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

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This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.